

# LYNCHBURG CITY COUNCIL

## Agenda Item Summary

MEETING DATE: **March 12, 2002**

AGENDA ITEM NO.: 15

CONSENT: **X**

REGULAR:

CLOSED SESSION:

ACTION: **X**

INFORMATION:

(Confidential)

ITEM TITLE: **Contribution to Fund The Committee to Advance the TransDominion Express**

### RECOMMENDATION:

Appropriate \$2,000 from the Reserve for General Fund Contingencies to support the efforts to expand passenger rail service in Virginia.

### SUMMARY:

The Committee to Advance the TransDominion Express was created over two years ago to expand rail transportation in Virginia. Dr. Charles Warren, former President of Lynchburg College is the current chair of the Committee's Steering Committee. Attached is information that outlines the work and accomplishments of the Committee.

### PRIOR ACTION(S):

Beginning in FY 2000, the City contributed \$2,000 annually to The Committee to Advance the TransDominion Express. In February 2000, funding for the City's membership was paid from Public Works Engineering. In February 2001, funding for the City's membership was paid from Strategic Planning.

BUDGET IMPACT: \$2,000 from the General Fund Reserve for Contingencies

### CONTACT(S):

Bonnie Svrcek, Deputy City Manager 847.1443 ext. 224

### ATTACHMENT(S):

Request for continued membership from The Committee to Advance the TransDominion Express, Summary of Progress on the TransDominion Express, and Support Investment Schedule

### REVIEWED BY:

BE IT RESOLVED that \$2,000 is appropriated from the General Fund Reserve for Contingencies for the TransDominion Express.

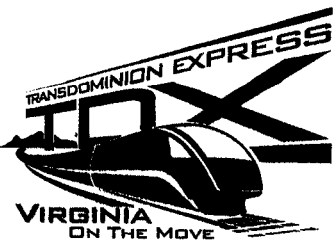
Introduced:

Adopted:

Certified

\_\_\_\_\_  
Clerk of Council

057L



# The Committee to Advance the TransDominion Express

January 28, 2002

City of Lynchburg  
Mr. L. Kimball Payne  
P.O. Box 60  
Lynchburg, VA 24505

**RECEIVED**

**JAN 30 2002**

**COUNCIL/MANAGER  
OFFICES**

Dear Mr. Payne,

You are among more than 150 communities, counties, colleges, chambers and rail proponents that endorse expanding passenger rail service across Virginia. Supporters of the TransDominion Express have made a difference over the past two years and we are one step closer to making this vital transportation option a reality.

Moreover, you are among a visionary group of leaders who underwrote the legislative lobbying and education efforts of the Committee to Advance the TransDominion Express. Key legislators have told us that our efforts were critical in convincing the Senate, House of Delegates and Administration that our project enjoys broad backing across the Commonwealth.

Can we count on your financial support, again?

Enclosed is an investment schedule that the Committee is using to solicit support for education and lobbying efforts in the 2002 General Assembly. We are also enclosing a progress report for our project. We urge you to review the materials and use them in persuading your legislators and community leaders to support full funding of the TransDominion Express.

Thank you for your valuable support and for your leadership in helping us to expand passenger rail service to all of Virginia. As a result of your generosity and support, we are poised at the threshold of an exciting, new chapter in the transportation history of the Commonwealth.

Sincerely,

Dr. Charles Warren  
President Emeritus, Lynchburg College  
Chairman Steering Committee  
Committee to Advance the TransDominion Express

P.S. Our records indicate that you invested \$2,000<sup>00</sup> to advance the TransDominion Express last year. Time is of the essence. Would you please set in motion the paperwork to provide for a similar investment in 2002? If you have any questions, please contact Rex Hammond at 434-845-5966 or me at 540-674-8460.



## Summary of Progress on the TransDominion Express

Since beginning the campaign for the TransDominion Express two years ago, progress made has been phenomenal. In that short time span, having spent only \$40,000 on the initial efforts, we have achieved the following.

- Made presentations to more than 30 groups along the corridor, including the High Speed Rail Conference, the Governor's Conference on Tourism, State Conference of Virginia's Planning Organizations, and the Tri-State Rail Conference in Bristol.
- We also created the new name and logo to mirror the statewide focus of the service, coordinated rail summits in Lynchburg, Roanoke, and Farmville.
- Hired a lobbyist to garner support of Virginia legislators, resulting in increased visibility during the 2001 General Assembly session.
- Lobbying and related faxed and mailed materials produced \$9.3 million from the 2000 General Assembly. 2001 produced directions to the Department of Rail to enter into negotiations with Norfolk and Southern for track usage and improvements.
- It also produced appropriations language from Congressman Bob Goodlatte to include Amtrak as a service provider.
- Created and expanded the statewide Steering Committee to direct education and advocacy efforts, generating dozens of print and broadcast stories and editorials in support of expanding passenger rail across Virginia.
- Created a database of more than 500 supporters and 150 endorsing organizations, including chambers, colleges, planning organizations and local governments.
- Foundation grant applications yielded an award of \$100,000 from W. Alton Jones to fund expanded educational and promotional efforts, specifically to pay for as many as 32 legislators to travel to the northwestern corner of our country to experience the very successful Cascadia rail system, a prototype for the TDX.
- Are completing a promotional video, based on the Cascadia system to share with our legislators and other policy makers and supporters, paid for by the grant.
- The grant also financed the TransDominion Express website, [www.tdxinfo.org](http://www.tdxinfo.org), where you will find detailed information.
- Garnered support from both gubernatorial candidates.
- Conducted a TransDominion Express Rally at the Roanoke Transportation Museum in November 2001, to offer updates to existing supporters while recruiting new support and capitalizing on media coverage.
- Mailed briefings and updates to new and incumbent legislators.
- Enlisted the help of Delegate Preston Bryant in seeking non-traditional funding to speed the completion of the service.

With a looming air transportation crisis and severely congested highway system, the TransDominion Express makes more sense than ever. Even with the extraordinary budget constraints facing us, it is estimated that this passenger rail service could begin as soon as 2004. Your support will help make this goal a reality.

## **Committee to Advance the TransDominion Express**

### **Support Investment Schedule**

The Steering Committee has devised an investment schedule to solicit necessary funds for expenses to be incurred for education, marketing and lobbying efforts for 2002. Time is of the essence. Based on the following investment schedule, please submit the appropriate request to your organization.

This effort requires support from cities, towns, counties, colleges, chambers, businesses, and individuals from across Virginia in order to make the TransDominion Express a reality.

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**Station Locations (note locations below):** \$2,000 for city/town population of more than 20,000; \$1,000 between 5,000 and 20,000; \$500 for less than 5,000

**Other Cities and Towns:** \$1,000 for population of more than 20,000; \$500 between 5,000 and 20,000; \$250 for less than 5,000

**Counties:** \$1,000 for population of more than 50,000; \$500 between 30,000 and 50,000; and \$250 for less than 30,000.

**Colleges and Universities:** \$1,000 for large enrollment; \$500 for medium enrollment; \$250 for small enrollment

**Chambers of Commerce:** \$500 for membership of more than 500; \$250 between 500 and 250; \$100 for less than 250

**Business Patrons:** \$500 or \$250

**Non-Profits:** \$100 or more

**Individuals:** \$25 or more

*Station Locations listed in the 1998 feasibility study are: Abingdon, Alexandria, Appomattox, Bedford, Bristol, Charlottesville, Christiansburg, Culpeper, Farmville/Prince Edward, Lynchburg, Manassas, Marion, Orange, Pulaski, Radford, Richmond, Roanoke, and Wytheville.*

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#### **RETURN THIS FORM BY FAX OR MAIL**

Organization \_\_\_\_\_

Address \_\_\_\_\_ City, State ZIP \_\_\_\_\_

Contact Person \_\_\_\_\_ Email Address \_\_\_\_\_

**Yes    No    (check appropriate response)**

\_\_\_\_ Can we count on your organization to invest according to this schedule?

\_\_\_\_ Will you contact your legislators about your organization's support?

*Please fax this completed form to (434) 522-9592. Or, mail your check and this form to:  
Committee to Advance the TransDominion Express, P.O. Box 2027, 2015 Memorial Avenue, Lynchburg,  
VA 24501. Call Rex Hammond at (434) 845-5966 if you have any questions.  
Please make checks payable to The Committee to Advance the TDX.*